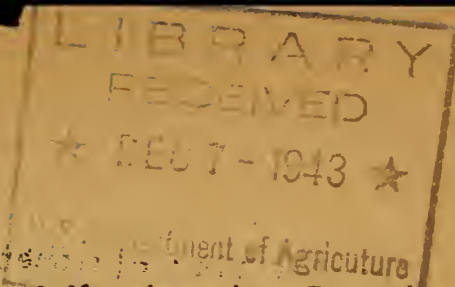


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"GET IT TO MARKET" -- HOW?

Broadcast by William C. Crow, Chief of the Transportation and Warehousing Branch, Food Distribution Administration, and Wallace Kadderly, Chief of Radio Service, in the Department of Agriculture's portion of the National Farm and Home Hour, Monday, November 22, 1943, over stations associated with the Blue Network.

KADDERLY: War Food Administrator Jones recently announced a national crop acreage goal for 1944 that's 4 percent greater than this year's acreage. Figuring on a usual yield per acre...and counting in livestock and the goal of 2 percent more milk and 2 percent more eggs...it'll mean another record year of farm production unless unforeseen major difficulties arise. How're we going to move that tremendous production to market? That's something to think about. And we have a man here who can tell us about some of the problems...and measures being considered in working out those problems -- W. C. Crow, Chief of the Transportation and Warehousing Branch, Food Distribution Administration...his friends call him Jim. Suppose you tell us some of the problems your Branch has to face, Jim...starting with transportation equipment.

CROW: Well, Wallace, it's mainly a problem of making the most of what we have. We have only a few more railroad cars than we had in 1936. We have less motive power -- that is engines -- than we had then. And the net result is: about the same amount of railroad equipment in 1943 as in 1936.

KADDERLY: Yet the load this year was much bigger than in 1936.

CROW: Yes...railroads hauled twice the tonnage of freight and four times the passengers they hauled in 1936.

KADDERLY: That's a real achievement. How did they do it?

CROW: For one thing...some equipment was idle in 1936, and it's been put to work. But that wasn't much. The main thing that has been done is improvement in operating efficiency. Shippers now load cars heavier -- and load and unload them more quickly than before. They seldom use freight cars for storage any more -- in most cases cars are unloaded within 24 hours.

KADDERLY: Now, let's look at the picture for 1944. Greater total production than ever before is in prospect. That means more to be HAULED than ever before. Will there be any new equipment to help out?

CROW: In the railroad line, a few new cars and locomotives are being made.

KADDERLY: And what about trucks? Most short hauls are made by truck, and a good many long hauls, too.

CROW: But we're not manufacturing many more trucks now for civilian purposes; those we have are wearing out at the rate of about one percent a month; and it's getting more and more difficult to get mechanics to make necessary repairs.

KADDERLY: In other words...slightly more railroad equipment...less trucking equipment. What's the answer?

CROW: Use existing equipment more efficiently.

KADDERLY: You said we did that THIS year. Can we use our trucks and railroads even MORE efficiently?

CROW: We're putting that right up to the Food industries themselves. The ODT has asked us to help them figure out ways of saving 10 percent of their usual ton mileage. We feel, the people who're distributing the goods can find a plan that'll do the job with the least possible interference with necessary distribution.

KADDERLY: The food industries will try to cut their ton-mileage ten percent. Now then, what can farm people do to help save transportation?

CROW: They can take ESPECIALLY good care of their trucks. Of course that goes for other people who truck farm commodities, too. They won't be able to replace their equipment, and they've got to take the best possible care of it.

KADDERLY: What are some other things people can do?

CROW: Buy their supplies and market their products close to home...instead of hauling 'em unnecessarily long distances. That'd save a lot of transportation without interfering with production or consumption.

KADDERLY: Next?

CROW: Let's load and unload cars promptly...and load 'em full. And when routing freight, route it over a fairly direct route...in wartime it's wasteful to ship your freight over a route twice as long and twice as time-consuming even though you pay the same freight rate. But also, use all practical routes...don't overload one route.

KADDERLY: I imagine there'll be a rush for freight cars when shipping season nearsshouldn't people place their orders for freight cars pretty far ahead?

CROW: That's a good point, Wallace. This year, the wise farmer or shipper anticipates his needs earlier than usual ...then he's more likely to get cars at the right time. Another way we need help is in spreading the peak movement of shipments...especially of products that need refrigerator cars. You see, we Americans have got to realize we just can't waste transportation. There's nothing to worry about if we don't waste it...there'll be plenty to worry about if we do.

KADDERLY: Thanks Jim...for calling to our attention the need for more efficient use of our transportation facilities...both rail and truck.

Farm and Home friends, we've heard from W. C. Crow, Chief of the Transportation and Warehousing Branch, Food Distribution Administration.

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